

# “Review of Relevant Eco Labelling Schemes for Fisheries and Aquaculture – A Nordic Perspective”



Copenhagen, Denmark

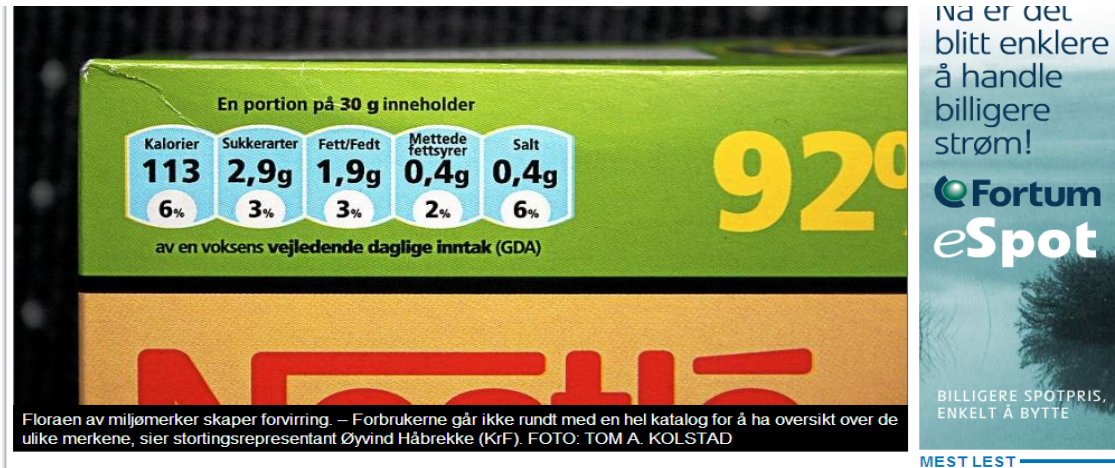
Anett H. Valsvik, Det Norske Veritas  
19 January 2010

# Outline of Presentation

- Today's Situation and the Overall Challenge
- Study Objective and Scope
- Approach and Methodology
- Findings
- Conclusion



# Today's Situation and the Overall Challenge



En portion på 30 g inneholder

Kalorier	Sukkerarter	Fett/Fedt	Mettede fettsyrer	Salt
113	2,9g	1,9g	0,4g	0,4g
6%	3%	3%	2%	6%

av en voksens vejledende daglige inntak (GDA)

920

Floraen av miljømerker skaper forvirring. – Forbrukerne går ikke rundt med en hel katalog for å ha oversikt over de ulike merkene, sier stortingsrepresentant Øyvind Håbrekke (KrF). FOTO: TOM A. KOLSTAD

na er det blitt enklere å handle billigere strøm!

**Fortum eSpot**

BILLIGERE SPOTPRIS, ENKELT Å BYTTE

MEST LEST

## A government supported label jungle

**Skal det være grønt, sunt, norsk eller spesielt? Stadig nye merkeordninger med statsstøtte overlapper hverandre og skaper unødvendig konkurranse, mener Stiftelsen Miljømerking.**

AV INGEBOURG MOE

Hva bør man velge? Et vindu med miljømerket Svanen, eller ett som har logoen «Enova anbefaler»?

Direktør Alvild Hedstein i den offentlig oppnevnte stiftelsen Miljømerking er oppgitt over det hun kaller «merkefloraen».

– Problemet er når det offentlige direkte eller indirekte støtter merkeordninger som konkurrerer mot hverandre. Det blir helt tulle. Ta for eksempel det nye «Enova anbefaler», som går på energikrav. Miljømerket «Svanen» stiller også energikrav, til og med flere, men andre miljøkrav. Da lurar vi på hva det offentlige egentlig vil. Det virker som den ene hånden ikke vet hva den andre gjør, sier Hedstein.

Oppdatert: 03.01.10 kl. 13:26 Publisert: 02.01.10 kl. 23:57

Skriv ut Tips en

venn

Si din mening

**TIPS** TLF: 02286 SMS/MMS: 2286

**BILDER:**

**Merkene**

Svanen: Et felles nordisk miljømerke. Kontrollerer at produkter og tjenester fyller definerte miljøkrav.

idrettsgalla skal håne Norge (Sport)

12:04 Han er født i dødens by (Verden)

10:37- Største angrepet jeg har opplevd (Verden)

10:55 Takrennen ga etter, student falt i døden (Innenriks)

PROFILERTE

**AKERSHUS** FYLKESKOMMUNE

**Personal- og organisasjonssjef**

Strategisk og operativ stilling i en tannhelsetjeneste i

From Aftenposten 3 January 2010



# Study Objective and Scope

## Objective:

- Give an overview of relevant eco labels for Nordic fisheries and aquaculture industry;
- Evaluate these eco labels according to selected criteria.

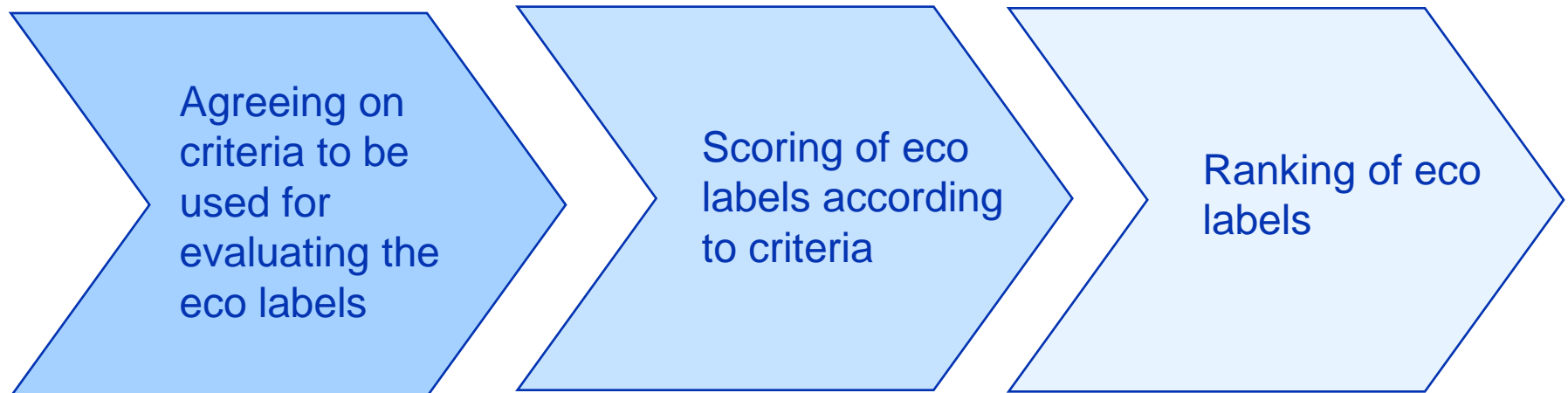
## Scope:

- Only eco labels of relevance for the EU market is included.
- Focus is on product labels rather than system standards.
- The report is basically a desk-study.



# Approach and Methodology





Environmental

Corporate social responsibility

Management system

Organization of the label and the certification process

# Criteria for the Fishery Schemes

Environmental	■ Energy Consumption
	■ State of the target stock
	■ The fisheries impact on the ecosystem
Corporate social responsibility	■ Community commitments
	■ Labour rights
Management system	■ Control, enforcement and surveillance
	■ Credible regulatory framework
Organization of the label and the certification process	■ Chain of custody guarantee
	■ Openness of the certification process/ involvement of stakeholders

# Criteria for the Aquaculture Schemes

Environmental	■ Energy Consumption
	■ Feed source
	■ Water pollution
	■ Impact on biodiversity and local wildlife
	■ Fish welfare
Corporate social responsibility	■ Community commitments
	■ Labour rights
Management system	■ Required management system in place
	■ Credible regulatory framework
Organization of the label and the certification process	■ Chain of custody guarantee
	■ Openness of the certification process/ involvement of stakeholders

# Selected Labels for Assessment

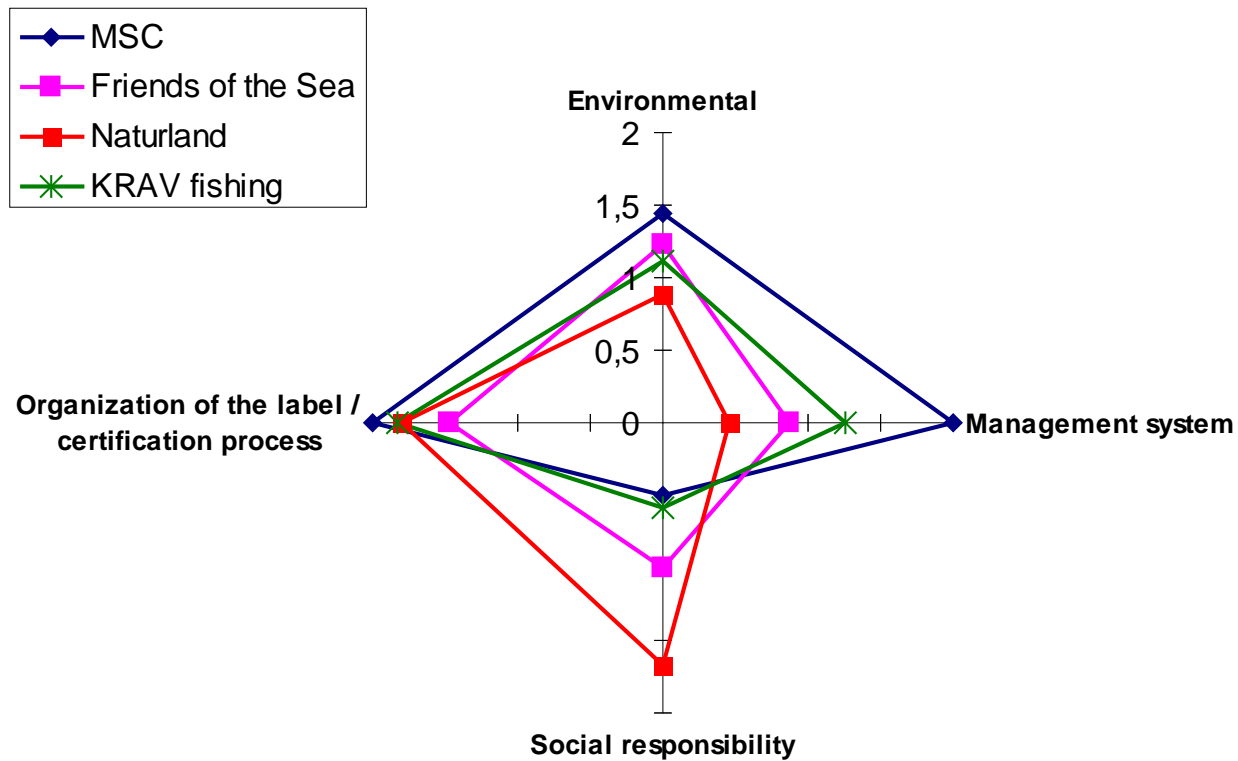
MANAGING RISK



# Findings

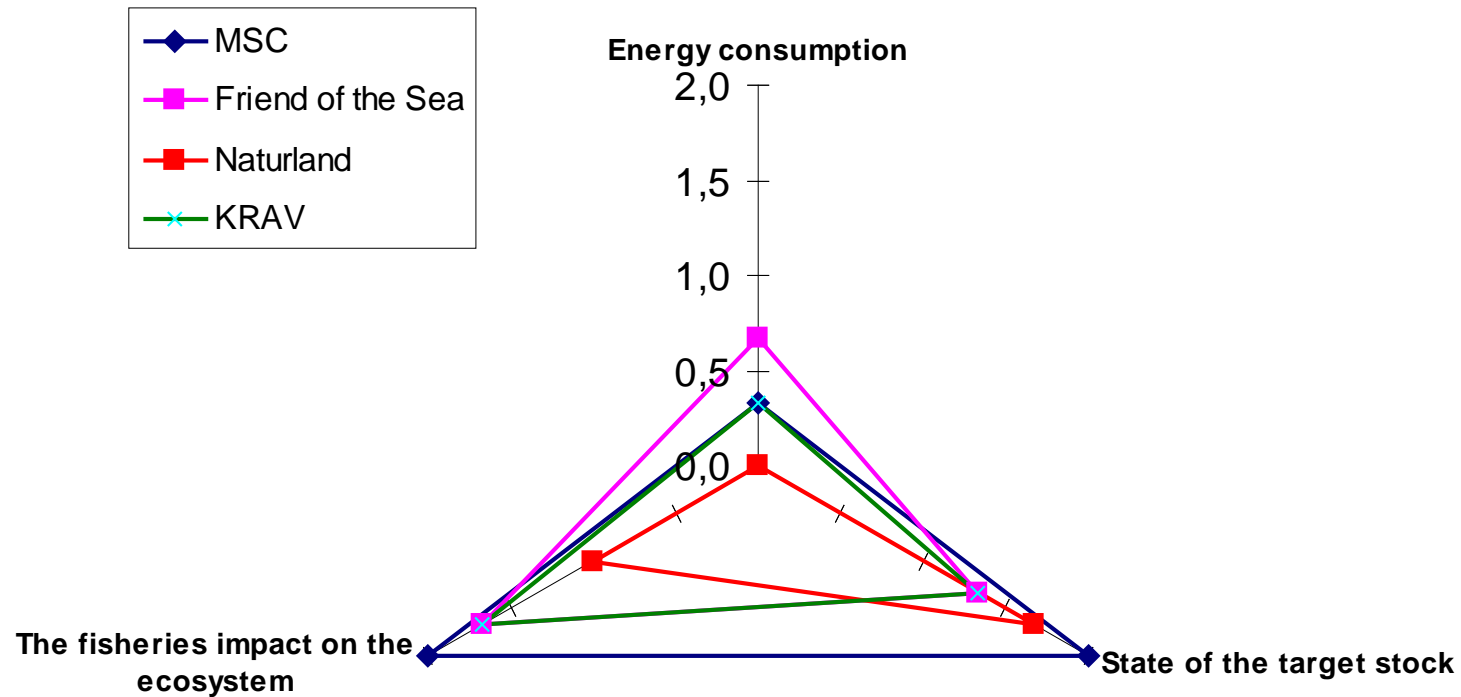
# Strengths and Weaknesses of the Various Ecolabels for Fishery

MANAGING RISK



# Scoring wrt Environmental Criteria – Fishery Schemes

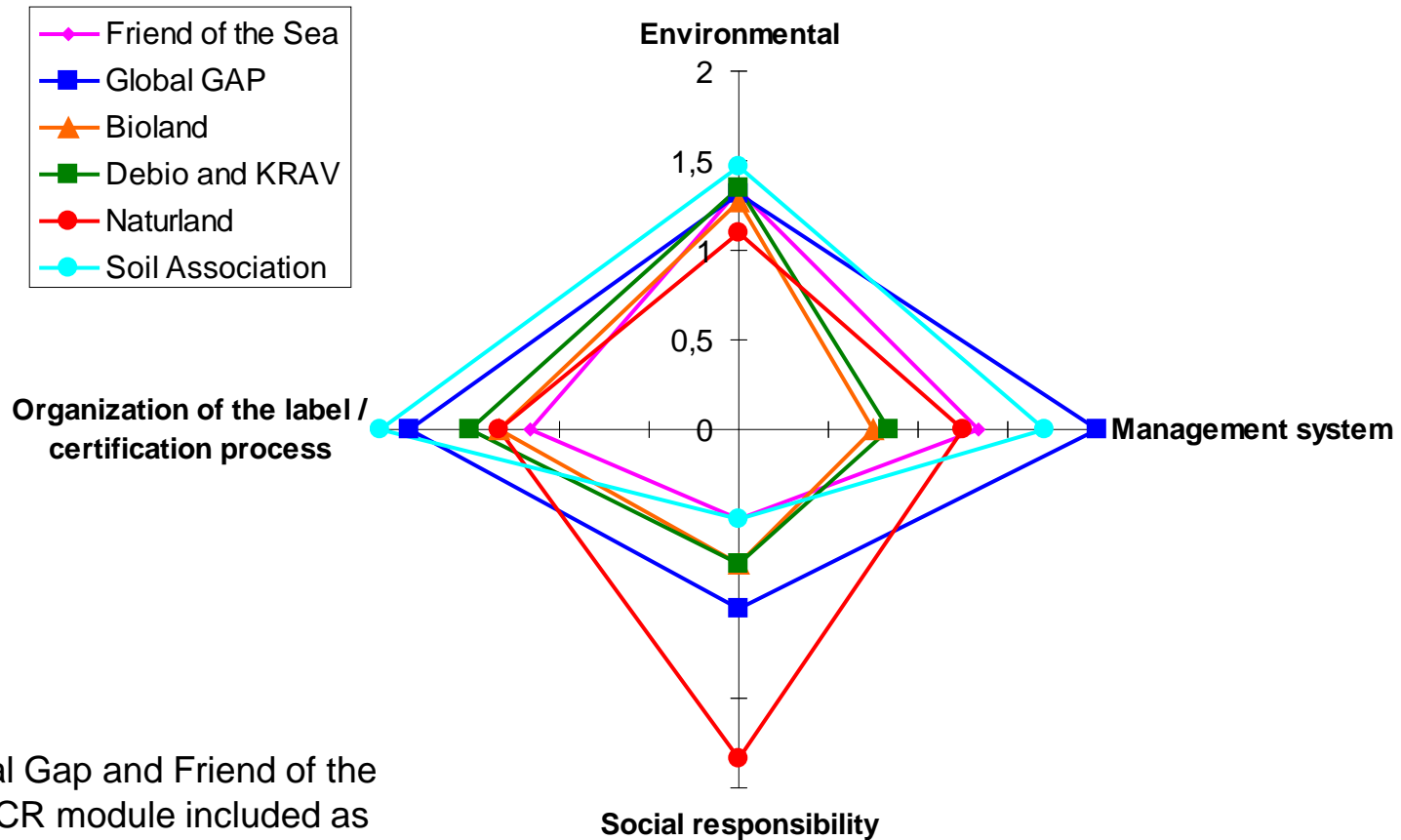
MANAGING RISK





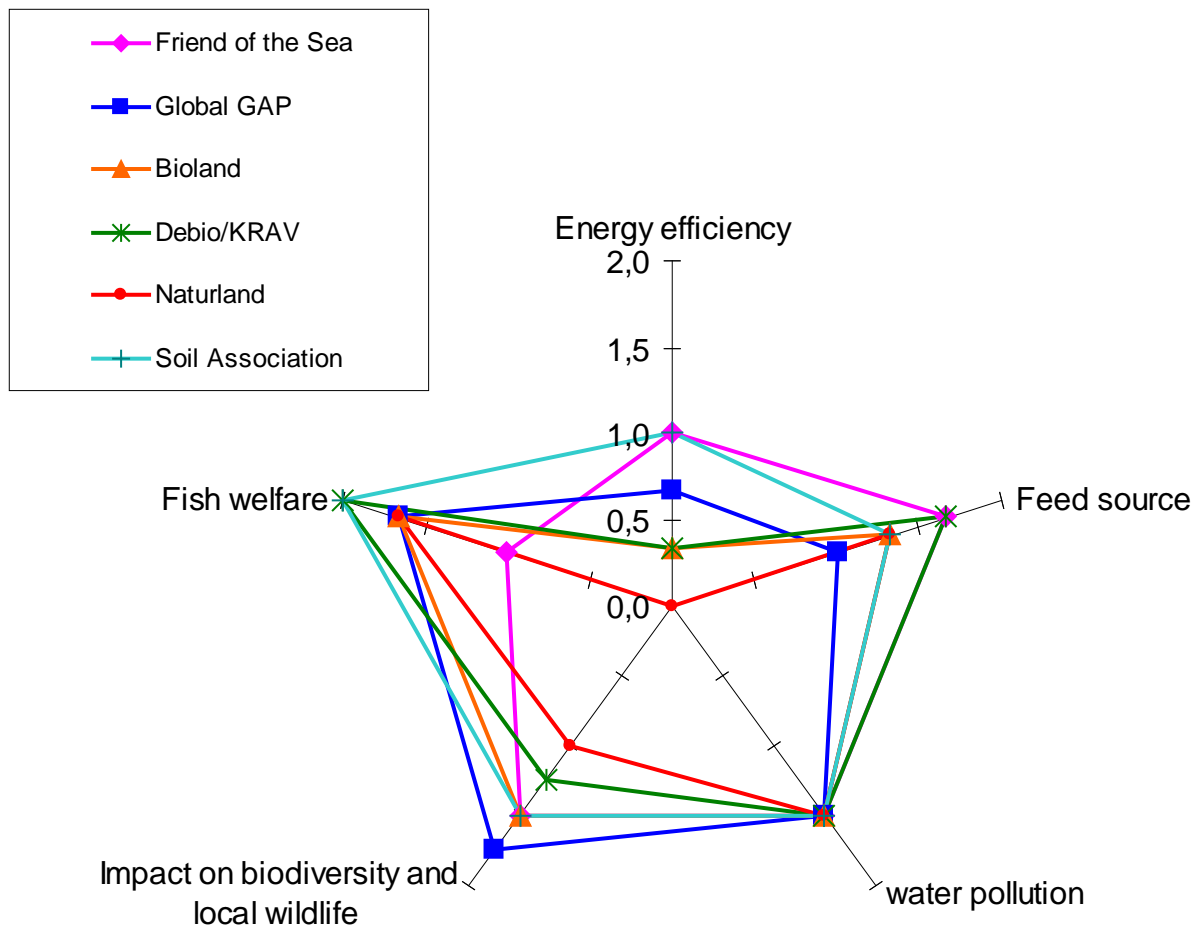
# Strengths and Weaknesses of the Various Ecolabels for Aquaculture

MANAGING RISK



Global Gap and Friend of the Sea: CR module included as of 2009.

# Scoring wrt Environmental Criteria – Aquaculture Schemes



# Conclusion

- All evaluated standards have a basis in international and national laws, regulations and agreements.
- All standards are fully open to the general public.
- More ecolabels are available for aquaculture than for fishery.
- The ecolabels dealing with fishery has a more extensive involvement of stakeholders than the ones for aquaculture.
- When it comes to focus on energy efficiency and carbon foot printing the overall coverage is very low.
- Social responsibility has low coverage in general.



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Thank you for your attention!